



SPONSORSHIP PROPOSAL

2025 Brisbane
Chain Reaction Challenge



ABOUT US

Since 2007, Chain Reaction Challenge Foundation has united senior business executives to participate in cycling challenges to raise substantial funds for children's charities. We deliver meticulously organised, premium events that foster community, camaraderie, and meaningful change. Our participants, primarily senior executives from VIC, QLD, and NSW, receive exceptional support, from comprehensive training programs, fundraising advice and seamless logistics, allowing them to focus on making a significant impact. At Chain Reaction, we believe in the power of community and giving back, ensuring each event is a transformative experience dedicated to helping kids in need.



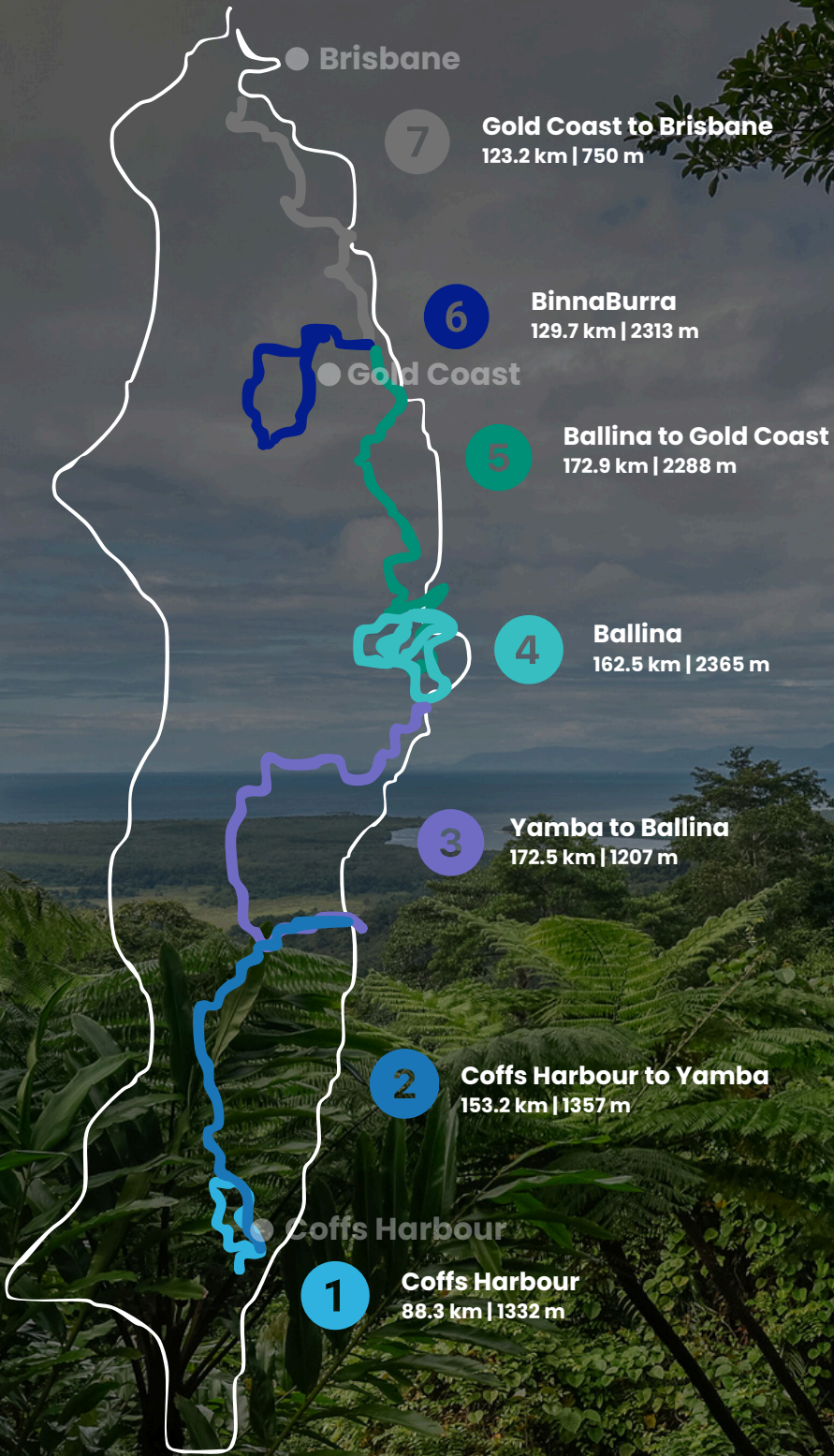
**OVER \$43
MILLION RAISED
FOR KIDS**



**SUPPORTED
OVER 70
CHILDREN'S
CHARITIES**



ABOUT THE EVENT



Click play to learn more about the Chain Experience



EVENT INCLUSIONS

Training & Preparation:

- Professional coach-led training programs, even for novice riders where you can begin to build relationships and connections with fellow participants
- Comprehensive fundraising toolkit and support
- Premium quality training uniform

On the Ride:

- Professional course design
- Lead and support vehicles
- Qualified cycling coaches
- Medical and mechanical support
- Post-ride massages and stretching
- Premium quality team uniform

Logistics & Comfort:

- Quality catering
- Twin share accommodation
- Professional media crew to capture the experience

Visibility & Recognition:

- Recognition across all Chain Reaction socials
- Daily high-quality video and photos profiling team
- Exposure to event database EDM
- Optional tailored team video



BENEFITS



Support kids
in need



Create and build
business and
personal
connections



Feel good and
challenge
yourself



Improve your
physical and
mental wellbeing

By partnering with Chain Reaction Challenge Foundation, your business will:

- **Support Kids in Need:** Your sponsorship contributes to the welfare of children and their families creating meaningful impact.
- **Build Valuable Connections:** Engage with a network of senior executives and business leaders, fostering new business opportunities and friendships.



82%

Participants who have reported increased business connections and opportunities.



Dave Southon
Executive Chairman | Aliro Group

"It's one of those unique environments that creates strong relationships. Through the Chain Reaction Challenge, I have made many great business connections and friendships."



BENEFITS

- **Enhance Corporate Image:** Demonstrate your company's commitment to social responsibility and community support.

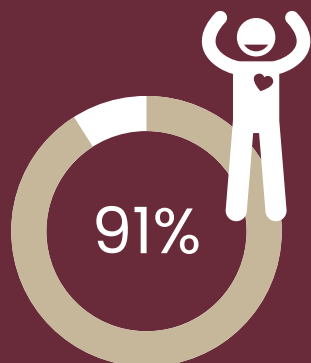
Laurence Basell

Head of Strategy | Marsh Australia and New Zealand

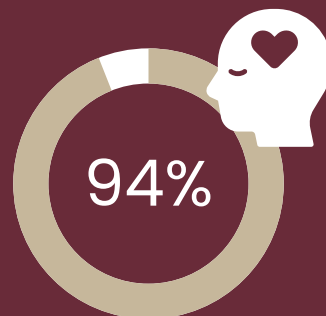
"Our corporate philosophy is to make sure we give back to community. The work that Chain Reaction does in supporting amazing charities and supporting kids with important and sometimes critical needs marries well with this"



- **Promote Wellbeing:** Encourage physical and mental wellbeing among those you recruit to your team by participating in a challenging and rewarding event.



Participants report significant improvements in physical health.



Participants experience enhanced mental wellbeing.



HOW WE ACHIEVE OUR TARGET

Our goal is to raise \$1.2 million through a combination of personal upfront donations, personal individual fundraising, and team corporate sponsorship.

Individual Fundraising

Each rider commits to:

1. **\$3,500 Personal Upfront Donation**

- This tax-deductible donation shows your commitment to fundraising.

2. **\$7,000 Minimum Personal Individual Fundraising**

- Raise funds through personal networks, including friends, family, and business connections. We provide you with the below support to do this.
 - Personal fundraising page
 - Fundraising toolkits, email, and social banners
 - Online education sessions and mentoring support

Corporate Team Sponsorship

\$75,000 Minimum Team Corporate Sponsorship

- Teams are made up of 6 – 8 riders
- You must recruit a minimum of 6 riders
- The way you achieve this target can be done using a number of models (see page 8)
- Your team will have a uniquely designed event uniform and all corporate sponsors will receive company branding on this based on their sponsorship support.

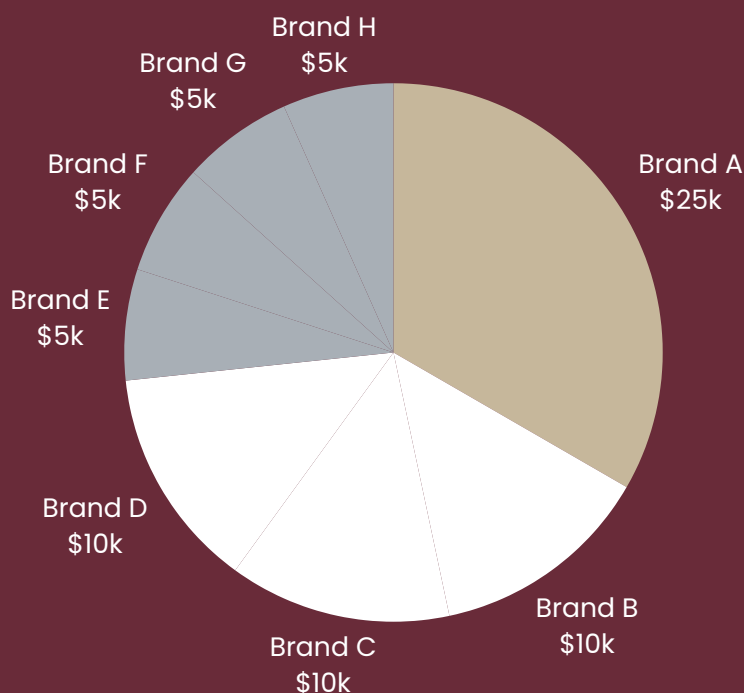
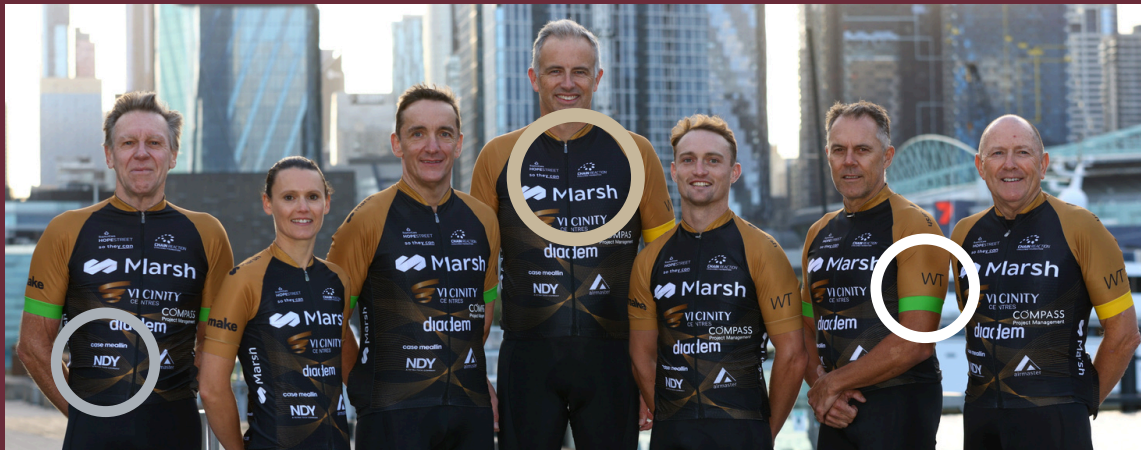
SPONSORSHIP MODELS

We encourage you to leverage your existing relationships and detail the benefits of what this event entails when recruiting under any of these models.

Chain Reaction will provide guidance and support where needed to assist you in recruiting for your team.

A. TRADITIONAL MODEL

- A single jersey design worn by the whole team following a tiered system of sponsorship with multiple brands.
- Sponsors logo positions allocated based on sponsorship amount.
- Each corporate sponsor over \$10k can secure a rider position.

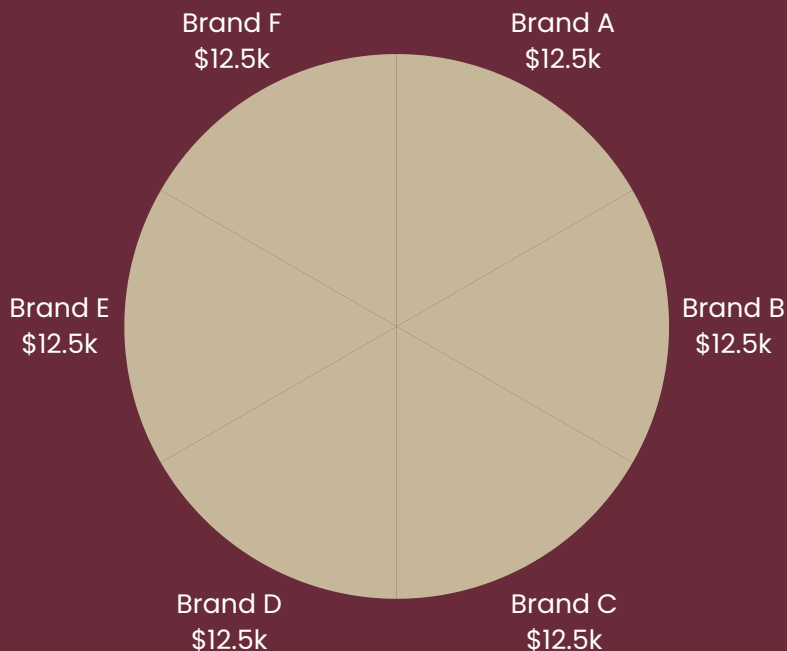


**TOTAL =
Minimum \$75K**

SPONSORSHIP MODELS

B. COLLECTIVE MODEL

- A matching colour scheme with individual jerseys for each corporate sponsor featuring a different brand for each rider. i.e. 6 riders, 6 brands.
- There is opportunity for each of these corporate sponsors to then use Model A to create a tiered system of sponsorship with sponsor logo positions allocated based on sponsorship amount.



**TOTAL =
Minimum \$75K**

SPONSORSHIP MODELS

C. SINGLE BRAND MODEL

- A single brand featured on all riders' kits.
- In this model, the team can recruit riders for their team from their own company or outside and pay the full team sponsorship amount.



Brand A
\$75k

**TOTAL =
Minimum \$75K**



ADDITIONAL SPONSORSHIP OPPORTUNITIES

Competition Jerseys - \$20,000 per Jersey

Sponsor a jersey that symbolises individual accomplishments and traditional Tour de France messages. Each night, five riders are awarded these jerseys:



Yellow Leader's Jersey

For exceptional leadership in fundraising and riding.



Black Spirit of Chain Reaction Jersey

Reflects the values of community, giving, and camaraderie.



Polka Dot King/Queen of the Mountain Jersey

For overcoming challenges.



Green Sprinters Jersey

Awarded for high energy and enthusiasm.



White Young/New Riders Jersey

For young or new riders, or those in a new phase of their lives.

Benefits of Sponsorship:

- Customised jersey design with your logo.
- Daily social media posts (5,600 followers on Instagram, Facebook, LinkedIn).
- Daily EDM updates to 4,000 subscribers during the challenge.
- Enhanced Brand Visibility with high exposure through multiple channels.
- Align your brand with a respected charity event.
- Showcase your company's commitment to giving back.

EVENT CHARITY PARTNERS



deiou
FOUNDATION
for children with autism

Evidence shows early intervention makes a difference to a child's development, helping them to develop important skills and encourage independence, the ability to communicate and opportunities for inclusion. Funds raised will support the construction of a new centre in Camira that will increase AEIOU'S capacity to support children and create opportunities for additional services, like early autism assessments.



THE COMMON GOOD
AN INITIATIVE OF THE PRINCE CHARLES HOSPITAL FOUNDATION

The Prince Charles Hospital is renowned for its cardiac and respiratory care and hosts a busy children's emergency department with over 37,000 visits yearly. Funds from the Brisbane Chain Reaction Challenge will support The Common Good in acquiring a specialised ultrasound machine, improving emergency care for children by expediting assessments and treatments.

GET IN TOUCH



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